



LOVE NEWARK COMMITTEE

LOVE Newark

A SUMMMARY OF A PLAN TO CLEAN AND BEAUTIFY THE
CITY AND *KEEP* IT THAT WAY.

*Prepared by the LOVE Newark Committee of the Greater Newark Chamber of Commerce
December 1987*

Background

The Love Newark Committee of the Greater Newark Chamber of Commerce was established by the City of Newark about 10 years ago as an anti-litter program. In 1981, the City of Newark asked the Greater Newark Chamber of Commerce to administer the program. Known as the Love Newark..., Keep It Clean Committee of the Chamber of Commerce, it has accomplished the following in the first 5 years:

- Media campaign to clean up Newark
- 50 billboards urging people to keep Newark clean
- Educational programs for school children about litter
- Anti-litter rallys
- Community cleanup programs
- Establishment of the WIN (Working Inmate Network) Program
- Developed the Gold Broom Award Program for residents, institutions and businesses for keeping their property clean.
- Encouraged implementation of recycling activities

Now, in concert with the renaissance that is occuring within the City of Newark, the Love Newark...Keep It Clean Committee decided it was time to increase its efforts to clean up the City. The first action it took was to develop a five year master plan on how to clean up the City. Secondly, it hired a professional graphic artist to design a new logo. Thirdly, it has shortened its name to the Love Newark Committee. Lastly, it has expanded its scope from beyond being just an anti-litter campaign to that of a beautification and image campaign as well.

Introduction

The Love Newark Committee of the Greater Newark Chamber of Commerce is a year-round cleanup, beautification and image program that combines public and private resources to clean up the city and keep it clean, attractive and litter-free.

Concepts

Love Newark is based on the concept that government alone cannot keep a city clean and beautiful. All segments of the community must be involved: business, government, labor, schools, churches, civic and community based organizations and neighborhood residents.

Love Newark is not just another spruce up the city campaign. Its a year-round program with a committee of volunteers and one paid staff person, that requires a long-term commitment from the community. The goal is simple, to change citizen attitudes, so that illegal dumping, littering and the accumulation of litter and weeds in public places are significantly reduced. The beautification features of the program build on this "clean foundation" to transform the city with trees, flowers and other plantings into a more attractive place in which to live and work.

Love Newark will create an umbrella for the many cleanup, beautification, and image projects the community may want to undertake. Individual projects can share the positive identification of Love Newark, eliminating the need to regenerate enthusiasm for each new project.

Love Newark involves action by City government in the form of a modest investment to achieve maximum impact. City resources of manpower and equipment are re-allocated to provide improved and more efficient services. Business and labor unions are also asked to provide support with donations of cash and in-kind services, while volunteers provide much of the people-power. All are involved in educating the community about keeping the City clean, thus helping to lift the burden on public and private maintenance.

Purpose of Plan

To set out for the first time, objectives and steps to implementing a city-wide beautification, image and cleanup program with identification of resources available for achieving them over a five year period.

Reason

While much has been discussed and implemented, a comprehensive plan has never been set out. Most of the suggestions are those which have demonstrated success, either in Newark or other similar communities. The reasons for a cleaner city are both economic and aesthetic. The perception of a city which can't get itself clean is that it is a city that can't maintain itself. It gives the impression that community members - workers and residents - don't care. The image turns away business and workers.

Plan highlights

The plan is designed to set the basic program direction by defining the scope and sequence of activities. As with any plan it is a framework for the form and substance of the program. It sets direction but allow for modification over the years. It is designed to be a permanent element of city life and maintenance.

Elements of the plan include **Organization, Membership, Programs, Fundraising, and Budget.**

Organization

The Committee is comprised of members from the business community, civic leaders, government and concerned residents of the city. At the helm is the Chairman appointed by the President of the Greater Newark Chamber of Commerce. The Chairman is responsible for conducting the meetings of the Committee and for being its official spokesman.

Under the Chairman is the Coordinator, the only paid staff of the Committee. The Coordinator is employed by the Chamber of Commerce to assist the Committee with its stated goals.

Membership

There are various sub-committees including: Membership, Fundraising, Beautification, Clean-up and Image.

The stated goal is to increase the membership to include all individuals, organizations, and businesses interested in a cleaner more beautiful city. The hope is to have membership include: Corporate, Institutional, Private, Business and Government.

Programs

The Five Year Plan includes a variety of programs some of which are described in the following section:

Project Keep It Clean This program will encompass educational and media resources to get the residents, commuters and business to stop littering. This will include school programs, programs for corporations, anti-litter rallies, etc. New billboards, trash receptacles, and signs will be posted. Enforcement will go hand-in-hand with the educational part of the program.

Project Cherry Tree One of the City's greatest treasures is the collection of cherry blossom trees in Branch Brook Park. The goal is to make Newark the Cherry Blossom Capital of the World by raising enough funds to begin planting cherry trees on all the major corridors in the City. It is intended to have developers and schools participate in order to reach the goal.

WIN Program The Working Inmate Network Program currently involves the N.J. Department of Corrections, the City of Newark and the Love Newark Committee. The present program works to clean up the City owned lots. Future goals include landscaping these lots and beautifying them while training inmates.

Fundraising

The goal is to raise between \$60,000 to \$80,000 in this first year. Within the next five years, the goal is to raise between \$500,000 - \$750,000 in contributions to subsidize the program.

LOVE NEWARK - KEEP IT CLEAN

Projected Budget 1987-88

EXPENSES

Promotion	\$35,000.00
(Billboards, Posters, Buttons, Bumper Stickers, T-shirts, Mugs, Trash Bags, etc.)	
Education	\$10,000.00
(Printing - leaflets, pamphlets, school materials, etc.)	
Beautification	\$10,000.00
(Cherry Trees, Garbage Cans, Planters, etc.)	
Image	\$ 7,500.00
(Radio, TV, Art Work)	
Special Events	\$ 5,000.00
(Gold Broom Award, Clean-up Campaign, etc.)	
TOTAL EXPENSES	\$67,500.00

INCOME

In Hand	\$ 7,000.00
Anticipated Contributions	\$16,000.00
Dinner	\$ 8,000.00
Sales Revenue	\$ 5,000.00
Sponsorships	\$ 5,000.00
(Indiv., Business, Schools/Civic Assoc. Corp.)	
TOTAL INCOME	\$41,000.00

DIFFERENCE

(\$26,500.00)